

WHAT IS CLAIMED IS:

1. A substantially dry, disposable personal care article comprising:
  - a. a water insoluble substrate;
  - b. a lathering cleansing composition contacted with said substrate wherein said composition comprising:
    - (i) a safe and effective amount of one or more mild crystalline surfactants;
    - (ii) water; and
    - (iii) a safe and effective amount of one or more polar solvents other than water;
- wherein said composition exhibits hotmelt behavior.
2. The article of Claim 1, wherein said substrate comprises one or more nonwoven layer.
3. The article of Claim 1, wherein said nonwoven layer is selected from the group consisting of cellulosic nonwovens, non-lofty nonwovens, sponges i.e. both natural and synthetic, formed films and combinations thereof.
4. The article of Claim 1, wherein said nonwoven layer is a batting; wherein said batting comprises a synthetic material.
5. The article of Claim 4, wherein said synthetic material is selected from the group consisting of acetate fibers, acrylic fibers, cellulose ester fibers, modacrylic fibers, polyamide fibers, polyester fibers, polyolefin fibers, polyvinyl alcohol fibers, rayon fibers, polyethylene foam, polyurethane foam, and combinations thereof.
6. The article of Claim 5, wherein said polyester fiber is selected from the group consisting of polyethylene terephthalate, polybutylene terephthalate, polycyclohexylenedimethylene terephthalate, polyester fiber copolymers and combinations thereof.
7. The article of Claim 4, wherein said battings are a multicomponent fibers comprising a polyester and a copolymer fiber.

8. The article of Claim 1 wherein the composition further comprises one or more therapeutic benefit agent contacted with said substrate.
9. The article of Claim 8 wherein said therapeutic benefit agent is selected from the group consisting of vitamin compounds, skin treating agents, anti-acne actives, anti-wrinkle actives, anti-skin atrophy actives, anti-inflammatory actives, topical anesthetics, artificial tanning actives and accelerators, anti-microbial actives, anti-fungal actives, anti-viral agents, enzymes, sunscreen actives, anti-oxidants, skin exfoliating agents, and combinations thereof.
10. The article of Claim 1, wherein said mild crystalline surfactant is selected from the group consisting of alkyl sulfonates, acyl isethionates, alkyl glucosides, glucose amides, alkyl lactylates, dialkyl sulfosuccinates, and combinations thereof.
11. The article of Claim 1, wherein said composition comprises at least about 25%, by weight of the composition, of water.
12. The article of Claim 1, wherein said composition comprises from about 15% to about 45%, by weight of the composition, of the mild crystalline surfactant.
13. The article of Claim 1, wherein said composition comprises from about 1% to about 25%, by weight of the composition, of the polar solvent.
14. A method of cleansing the skin or hair comprising the steps of:
  - a. preparing a substantially dry, disposable personal care article comprising:
    - (i) a water insoluble substrate;
    - (ii) a lathering cleansing composition contacted with said substrate wherein said composition comprising:
      - (i) a safe and effective amount of one or more mild crystalline surfactants,
      - (ii) water; and
      - (iii) a safe and effective amount of one or more polar solvents other than water;
  - wherein said composition exhibits hotmelt behavior.
  - b. wetting with water said article; and

- c. contacting the skin or hair with the wetted article.

15. The method of Claim 14, wherein the composition further comprises one or more therapeutic benefit agent contacted with the substrate.

16. A lathering cleansing composition comprising;

- (i) a safe and effective amount of one or more mild crystalline surfactants,
- (ii) water; and
- (iii) a safe and effective amount of one or more polar solvents other than water;

wherein said composition exhibits hotmelt behavior;

wherein said composition is formed into a product selected from the group consisting of capsules, tablets, and combinations thereof.